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FINAL REPORT:

THE $750,000 VIRGINIA SLIMS OF PHILADELPHIA

November 8 - 14, 1993

Submitted By:

AYARS Public Relations
December 1993

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

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SUMMARY...AT A GLANCE
$750,000 Virginia Slims of Philadelphia
November 8-14, 1993

1. **ATTENDANCE:**

   * A **total of 46,332 Philadelphia area tennis fans** attended the $750,000 Virginia Slims of Philadelphia. This represents an increase of some 1200 over last year, which is good when you take into account the loss of two marquee names - Capriati and Sanchez Vicario. Advance ticket sales were stronger than in previous years.

   * Attendance at the Art Museum Benefit & Silent Auction almost doubled, with close to 800 people attending this year. The event raised almost $59,000 for the Tournament's official charity.

2. **MEDIA COVERAGE:**

   * Ayars PR efforts resulted in a **total print circulation of close to 72,000,000 and a total readership of almost 179,000,000** tracked to date. (This represents an increase over previous years, since we narrowed our clipping parameters.)

   * **Numerous mentions of the event's "Blockbuster status"** and increased prize money were achieved in articles and headlines.

   * **Off-sports placements were doubled** from previous years. They included significant features and society column notes, metro photos and stories in the Inquirer, Daily News and other important area papers, as well as magazine previews and features.

   * **Advance sports coverage of the Tournament in key regional dailies was more expansive** for the most part, which is significant since we were up against Phillies' World Series fever in late September thru October. **Also, we credentialed more reporters and photographers** than ever, particularly international media, to cover the Tournament.

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3. **PUBLICITY PLAN HIGHLIGHTS:**

We were successful in generating a great deal of exposure for the tournament, by creating "special events" that did not require a top player's attendance. Some highlights:

* **"Best of Philly" Issue, Philadelphia Magazine** -- The Tournament was honored as the "Best Tennis Ball" in this much-awaited Philadelphia tradition.

* **Art Museum Luncheon with Virginia Wade** -- Ayars PR achieved more extensive "Field Announcement" stories in regional dailies; numerous photo placements of Wade volleying at Museum, with captions noting charitable tie-in; and generated society column and other off-sports placements.

* **National Anthem Contest** -- Garnered significant metro and city features and photos, as well as entertainment column placements -- in the Inquirer, Daily News and other key dailies.

* **The Draw Party** -- Highlighted by the attendance of two of Philadelphia's biggest sports fans, Mayor Rendell and the Phillie Phanatic, the Draw Party was attended by every key media representative in our market. Mayor Rendell proclaimed "Virginia Slims Day" in Philadelphia in honor of the Tournament's success.

4. **PHILADELPHIA CIVIC CENTER HIGHLIGHTS:**

* The new entrance created a more festive atmosphere for Tournament attendees, providing for more spacious and attractive booth and concession areas. As in previous years, the large Media Center and up-close Press Row received rave reviews from the Media.

5. **DEMONSTRATIONS:**

* As in previous years, a group of 8-10 demonstrators protested outside the Civic Center prior to the Final on Sunday. Accompanying the group were several small children and a baby carriage. One television crew taped the demonstration and got soundbites from protesters as well as the Philip Morris spokeswoman, but the piece never aired.

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Virginia Slims Summary
Add 2

6. BIGGEST CHALLENGES:

* Achieving good advance exposure without being able to guarantee a phone interview with a top player. Also, the short "lead time" (sometimes just a few hours notice) to set-up phone interviews also poses a problem for many sports writers, since they are covering so many other events in the area.

* Pitching off-sports features without knowing if a player will commit to the interviews creates an awkward situation.

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COMMENTARY

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RECOMMENDATIONS & COMMENTARY
$750,000 Virginia Slims of Philadelphia
November 8-14, 1993

The following are comments and recommendations to take into consideration in planning for next year's tournament.

1. MARKETING:

* Advance tickets sales were stronger than in previous years, yet Tournament week sales were not as strong. (Due in part to player withdrawals and the scheduling of marquee matches during the day.) Ayars PR recommends working with promoter to develop new promotional/publicity concepts to attract new audiences for event.

* If it looks like the Tournament will move to a new site next year, plans should be finalized as soon as possible and incorporated into the Tournament's overall marketing and public relations strategy.

2. VENUE:

The new entrance configuration at the Civic Center was an improvement over previous years. It created more spacious and attractive areas for both the vendors and the food concessions. Once again, we found the building's management staff to be very responsive to our needs. Several problem areas to be addressed:

* **Security** -- Further provisions need to be made to secure the equipment in the Media Center during load-in, tournament week and load-out. A laser printer we rented was stolen sometime between Sunday night and Monday morning of the load-out.

* **Electrical Needs** -- We need to be assured that there is adequate power in the Media Center to handle the requirements of the working media and the public relations staff. We had to call building electricians frequently to address reports that reporters' computer screens were fading or that power was out at a given table. (Building staff responded quickly, but this problem could be alleviated with advance planning.)

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2. **VENUE (con't):**

* **Press Seating** -- The Press Row, which seats 25, was once again a big hit with the media. We would like to insure next year that the additional 25 seats we utilize for media are in the same section for every session, for continuity's sake.

* **Media Catering** -- Restaura did a better job than ever before with the Courtside Club, by expanding the tented seating area and improving the quality of the food, especially the salad bar. We were able to reduce the budget by close to $2,000, primarily by reducing the number of meals that we "guarantee" and suggesting menu changes.

3. **PROMOTER RELATIONS**

Ayars Public Relations and IMG staff members collaborated on some very successful events -- the Virginia Wade Media Day, The National Anthem Contest and the Art Museum Benefit, to name a few.

* **Tournament Week Communications** -- As always, critical information, such as the schedule of play, needs to be communicated to the PR team in a more timely manner.

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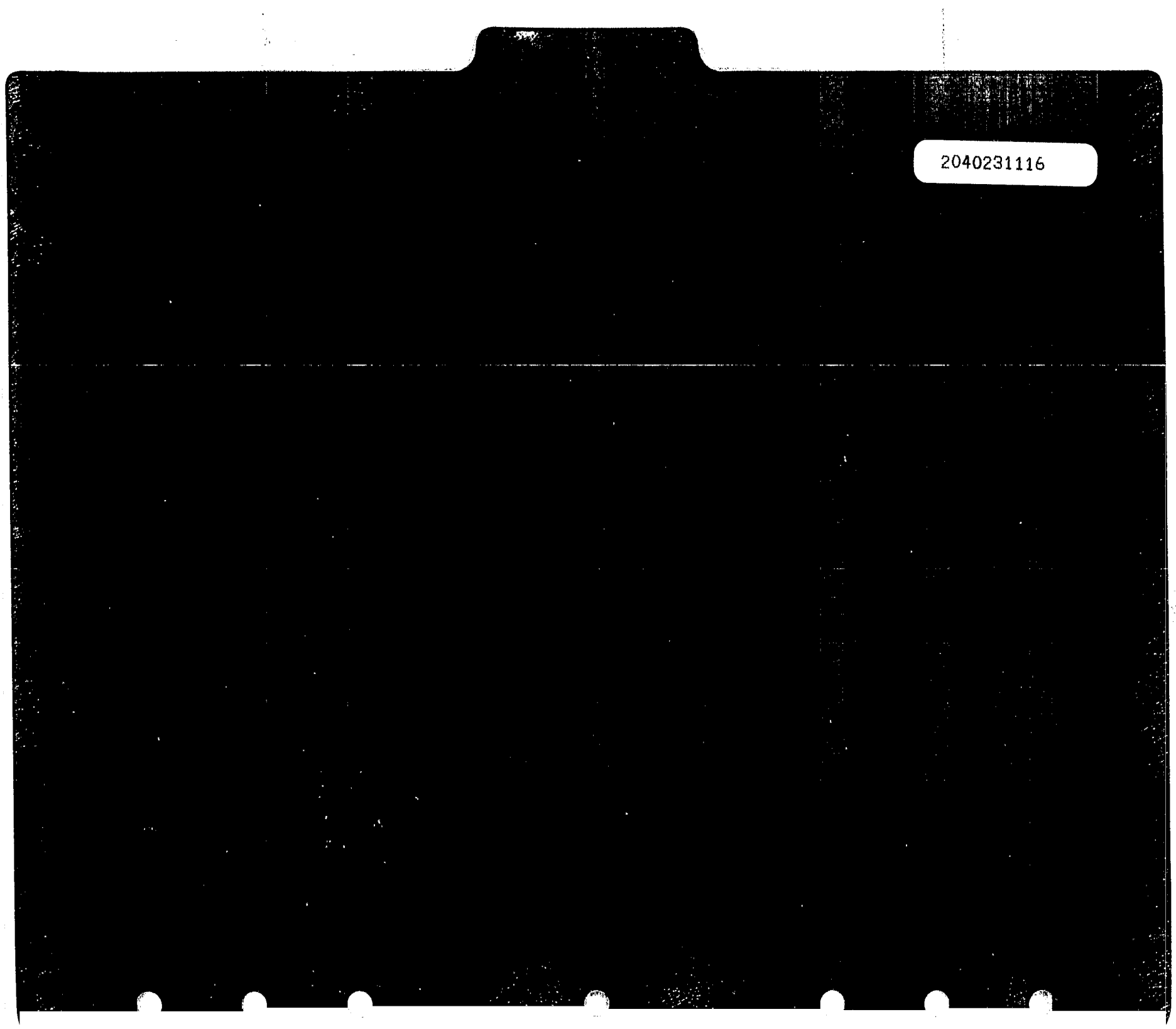

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MEDIA SUMMARY & ANALYSIS
1993 $750,000 Virginia Slims of Philadelphia

I. INTRODUCTION:

One of the primary objectives we set forth in our 1993 Public Relations Plan was to "highlight the event's 'Blockbuster status' in public relations and promotional activities to achieve even higher levels of excitement and visibility within the greater Philadelphia region." We met this challenge, when you consider the following highlights of our 1993 publicity activities:

* **Numerous mentions of the Tournament's 'Blockbuster status,'** and increased prize money were achieved -- the result of creative and on-going public relations and promotional activities. **Mayor Rendell proclaimed "Virginia Slims Day"** in Philadelphia in honor of the Tournament's increased status, at our Draw Party; and Philadelphia Magazine named the event in its much-read **"Best of Philly"** issue.

* **Over 70 off-sports placements** have been tracked to date, about double that of previous years -- in the Inquirer, Daily News and many other important regional publications. Among them were entertainment, society and music column notes, city & metro photos and features, and magazine feature stories.

* Some 75 **advance sports stories and notes** were achieved in regional publications. Some of the headlines read "Solid Field Set For Richer Slims," and "Stellar Field Set" and "Field Boasts Seven of Top 10."

* **More media representatives** were issued press credentials for Tournament week coverage than ever before. This resulted in hundreds of articles, many with sports cover placement, large photo spreads and front page teases, -- in regional, national and international sports pages.

* Publicity efforts resulted in a **total print circulation of close to 72,000,000 and a total readership of close to 179,000,000 (tracked to date).**

While our expectations were greater than ever before in 1993, so were the challenges and roadblocks we faced along the way. Among them: the players' unwillingness to fulfill media requests; a pending Inquirer strike and numerous staff changes; and the Phillies surprise run to the World Series. (More in Section IV.)

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Virginia Slims '93 Media Summary
Add 1

II. HIGHLIGHTS OF ADVANCE PUBLICITY EVENTS:

Another important foundation of our PR Plan was to generate advance publicity by employing creative ideas and special events that did not require a top tennis player -- but instead played upon the "star quality" of the event itself.

Kicking off this concept was a Special Media Mailing of Philadelphia Pretzels that accompanied the tickets on sale release, with a card reading "More Dough...The $750,000 Virginia Slims of Philadelphia." This gave the media a lasting reminder of the Tournament's increased prestige and prize money.

The primary "media or special events" we created to enhance advance publicity were the Virginia Wade Media Day, The National Anthem Contest, and The Draw Party. Also, we collaborated closely with IMG to create publicity "hooks" for several promotional events -- including The Open House, The Center City Block Party, the "Fastest Serve in Philly" Contest, and the Diamond Trophy Tour.

Our results are briefly summarized below:

CIVIC CENTER OPEN HOUSE & "MUSICAL CHAIRS" CONTEST (7/21):

IMG planned an "Open House" for sponsors and ticket buyers, to coincide with the official tickets on sale date. We organized a grown-up game of Musical Chairs, complete with music by a Mummers group, with tickets going to the winner -- to make for a more festive atmosphere.

We responded to a request from WPVI-TV to cover, with resulting publicity:

- 7/21 WPVI-TV 6 11 o'clock News

MEDIA LUNCHEON WITH VIRGINIA WADE AT ART MUSEUM (9/15):

We organized a Field Announcement Luncheon at the Art Museum (the Tournament's official charity), featuring tennis legend Virginia Wade -- who talked about tennis and hit with media and sponsors on a short court created in front of the famous landmark. This provided great visuals. Barbara Perry announced all of our Top Player Entries at the luncheon and cut a special "tiered cake" in honor of the event's increased status. The strategy brought about increased coverage in area Dailies than in previous years, with the exception of the Inquirer (more on this later), whose writer missed the event due to pneumonia.

The resulting publicity was great, outlined below:

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Virginia Slims '93 Media Summary
Add 2

MEDIA LUNCHEON (Con't):

Print: (We responded to requests from)

-	9/16	Associated Press	Sports Article
-	9/16	Associated Press	Wade Photo
-	9/16	Philadelphia Inquirer	Sports Brief
-	9/16	Daily News (Phila.)	Sports Article/Photo
-	9/16	Courier Post (NJ)	Sports Article/Photo
-	9/16	Trenton Times (NJ)	Sports Article
-	9/16	News Journal (DE)	Sports Article
-	9/16	Delaware Co. Times (PA)	Sports Article
-	9/16	Daily Local News (PA)	Sports Article
-	9/16	Courier Times (PA)	Wade Photo
-	9/16	Gloucester Times (NJ)	Sports Notes
-	9/16	Trentonian (NJ)	Sports Notes
-	9/16	Intelligencer/Record (PA)	Sports Notes
-	9/16	Times-Leader (PA)	Wade Photo
-	9/16	Harrisburg News (PA)	Sports Column
-	9/16	Dispatch (PA)	Sports Notes
-	9/16	Sentinel (PA)	Sports Article/Photo
-	9/23	Philadelphia Inquirer	Society Column
-	10/20	Town Talk (PA)	Wade "Cake" Photo

Electronic: (We responded to requests from)

-	9/16	KYW-TV 3	6 PM News
-	9/16	WPVI-TV 6	6 PM News

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Virginia Slims '93 Media Summary
Add 3

BLOCK PARTY WITH "MAKE IT A NIGHT" (9/22):

IMG tied into the Center City Retail District's "Make it a Night" campaign for a promotion on a Center City Street. We suggested they let the public "Beat the Pro" to win tickets -- it was a big hit! The resulting publicity:

Print: (We responded to requests from)

-	9/22	Philadelphia Inquirer	Entertainment Note

Electronic: (We responded to requests from)

-	9/22	WPVI-TV 6	Didn't air
-	9/22	WTXF-TV (Fox)	10 PM News

"FASTEST SERVE IN PHILLY" AT 30TH STREET (10/15):

IMG set up a Fast Serve Cage in a contest for Philly's Fastest Serves during rush hour at Philadelphia's busy 30th Street Train Station. Resulting publicity:

Electronic: (We responded to requests from)

-	10/15	WPVI-TV 6	5 PM News

NATIONAL ANTHEM CONTEST (10/20):

We collaborated with IMG to create a very successful publicity event. We invited local performers to audition to sing The Anthem prior to the Tournament Final, through publicity and a classified ad. The event was held at lunchtime at a Center City restaurant & club, The Main Event, with Philadelphia celebrities judging -- among them rockers Robert Hazard and Andy King (The Hooters). The media response was terrific, especially given that the event co-incided with the Phillies at home for Game Four of the National League Championships. Resulting publicity:

Print: (We responded to requests from)

-	10/8	Courier-Times (PA)	Music Column
-	10/14	Philadelphia Inquirer	Features Column
-	10/15	Delaware Co. Times (PA)	Music Column
-	10/21	Philadelphia Inquirer	Metro Photo Story
-	11/11	Main Line Times (PA)	Features/Winner

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NATIONAL ANTHEM CONTEST (Con't):

-	11/12	Daily News (Phila.)	City Column/Photo
-	11/12	Courier-Times (PA)	Enter. Story/Photo

Electronic: (We responded to requests from)

-	10/15	KYW-AM	Entertainment Report
-	10/17	WMMR-FM	"Street Beat"
-	10/18	104.5 FM	AM Drive
-	10/20	KYW-TV 3	Entertainment Report

KRAFT "DIAMOND TROPHY" ON TOUR:

The $250,000 Diamond Tennis Ball Trophy was on display at a suburban jeweler. Several writers and columnists wrote about the "Diamond Tour," and we responded to requests from media who wanted to photograph it. Resulting coverage:

Print: (we responded to requests from)

-	11/3	Daily News (Phila.)	Feature Column
-	11/3	Wayne (PA) Times	Article
-	11/4	The Courier (PA)	Article
-	11/11	Main Line Times (PA)	Photo/Caption

Electronic: (we responded to requests from)

-	10/28	WPVI-TV 6	6 PM News

DRAW PARTY AT RITTENHOUSE (11/5):

The idea for our Draw Party was to have Mayor Rendell and the Phillie Phanatic, two of the city's biggest sports fans, join tennis players, media and sponsors for an official kick-off of Tournament week. Fortunately, both the Mayor and the Phanatic were on hand, because at the last minute we learned that neither Georgina Clark, nor any players would make it. (We were under the impression that IMG would get somebody there.) We improvised the "Draw" by having Barbara Perry receive it live, via speaker phone. The Phanatic added some comic relief and visual interest to the event, which was attended by every key media representative in our market. (At party's conclusion, we "lucked out" a bit, by arranging for two writers to talk to Gaby -- who had just walked in.)

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DRAW PARTY (con't):

Media attendance (indicated by *) & resulting publicity:

Print: (We responded to requests from)

-	11/6	Philadelphia Inquirer* (writer prepared story/editor "cut")	Sports Briefs
-	11/6	Daily News (Phila)*	Sports Article
-	11/6	Courier Post (NJ)*	Sports Cover Article
-	11/6	Trenton Times (NJ)*	Sports Article
-	11/6	Times-Herald (PA)*	Sports Article
-	11/6	News-Journal (DE)	Sports Notes
-	11/8	Philadelphia Inquirer	Sports Article
-	11/8	Daily News (Phila.)	Sports Article
-	11/8	Courier Post (NJ)	Sports Article
-	11/8	Trenton Times (NJ)	Sports Brief
-	11/8	Bucks Co. Courier (PA)	Sports Briefs
-	11/8	Gloucester Times (NJ)	Sports Briefs
-	11/8	Atlantic City Press (NJ)	Sports Brief
-	11/8	Mercury (PA)	Sports Article
-	11/8	Intelligencer/Record (PA)	Sports Brief

Electronic: (We responded to requests from)

-	11/5	KYW-TV 3*	6 PM News
-	11/5	WTXF-TV (Fox)*	Never aired
-	11/5	WCAU-TV 10*	Never aired
-	11/8	WPVI-TV 6*	6 AM News
-	11/5	KYW-AM*	Sports Reports

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

Virginia Slims '93 Media Summary
Add 6

DRAW PARTY (con't):

-	11/5	WHAT-AM*	Sports Report
-	11/5	Penna. Radio*	Sports Report
-	11/5	WSSJ-AM (NJ)*	Sports Report

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

Virginia Slims '93 Media Summary
Add 7

III. OTHER PUBLICITY OPPS (ADVANCE & TOURNAMENT WEEK):

10/25 - WCHE-FM INTERVIEW

We responded to a request for Barbara Perry to call-in to talk tennis with Bruce Mowday during his hour-long telecast highlighting the event.

11/8 - WHAT-AM "JOHNNY SAMPLE SHOW"

We responded to a request from Former NJ Jet Sample to speak with Zina Garrison, Lori McNeil and Barbara Perry during his afternoon show.

11/8 - PLAYERS AT ROD STEWART; OTHER PHILLY EVENTS

Daily News' features columnist Stu Bykofsky used exclusive tidbits about Players hitting the local scene in two columns. Sports writers and reporters (including Daily News) also mentioned that Garrison-Jackson and Mary Joe Fernandez were at the 76ers/Celtics game, and that players attended the Flyers games in their tournament coverage. PRISM noted tennis players' attendance during telecasts of 76ers and Flyers games.

Tennis Magazine was on hand to shoot Zina & Mary Joe with the 76ers mascot (they refused); and at the Flyers game for a shot of Sukova meeting Czech player Joe Baranek and Mary Pierce meeting several players.

11/11 - WPST-FM LIVE TELECAST

We fulfilled a request from WPST-FM to broadcast live from the media center from 6 - 7 p.m. Guests included: Amy Frazier, Kim Po, Barbara Perry and other officials.

11/12 - SUCCESSFUL ART MUSEUM BENEFIT & AUCTION

The Art Museum Benefit garnered advance Society Page coverage, with three column notes, one with huge photo, by the Inquirer Society Editor. Local dailies and weeklies also ran articles about the event, and there were numerous mentions of the Museum as the official charity.

The attendance doubled from last year to 800 guests, and the silent auction raised almost $60,000. We responded to a request from:

- 11/12 KYW-TV 3 11 o'clock News.

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

Virginia Slims '93 Media Summary
Add 8

11/13 WHAT-AM LIVE BROADCAST

We fulfilled a request from WHAT-AM's Johnny Sample to broadcast live from 12 noon - 3 PM. Numerous guests included event officials, Shriver and Garrison-Jackson. (Show airs nationally in New York, Los Angeles, Chicago and several other cities.)

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

IV. CHALLENGES & OBSTACLES IN '93:

We mentioned in the Introduction to this section that we faced greater challenges than ever before as we worked to fulfill the objectives of our Public Relations Plan. Below is a brief look at them and some recommendations for future years.

Player Interviews:

The irony this year was that even though the Tournament was elevated to a more prestigious stop on the tour (a fact that was widely proclaimed in publicity and promotional materials) the top players would do nothing to promote it.

The number of player interview requests we were able to fulfill was about one third that of previous years. Even local Lisa Raymond was completely unavailable until late October and then gave us only a forty-five minute window with a day's lead time. (She refused to schedule a separate time with her hometown paper.)

In previous years, we could at least deliver a conference call with Graf or Seles to the Inquirer and Daily News -- but this year Graf would not do even one phoner. In summary, we were unable to fulfill the following key media requests:

- Inquirer Sunday Magazine (c. 2,000,000) feature profile & photo on Raymond.
- Philadelphia Magazine feature on Lisa Raymond.
- Raymond feature on KYW-TV's news magazine.
- Raymond sports profile in Delaware County Times; also a feature in Fan Magazine.
- Inquirer sports column on Graf on Sunday prior to event.
- Shriver interview on WHYY-FM's Radio Times. (Show cancelled first time; we were unable to re-schedule.)
- Inquirer Food photo feature: players sampling foods named in their honor by Rittenhouse.
- Many more...

While media attendence at our draw was terrific, we (and they) expected there would be a player on hand to interview. The resulting publicity would have been much more expansive had a player been there.

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

CHALLENGES (con't):

Finally, with several exceptions, players were not available to fulfill key off-sports and sports requests during tournament week. (We had a request for Raymond to take another player on a tour of some Philly sites -- again, refused.)

Getting top players to fulfill several key media requests should be a top priority for next year -- especially given the steep competition the event faces in this market in the fall, when the Eagles, Phillies, Sixers and Flyers are in season.

The World Series:

The Phillies won the National League Championships and traveled to the World Series this October. News of the team dominated every media outlet in the area, with entertainment, city and business reporters pursuing their own Phillies angles. The promoter had several promotional ideas for tieing-in to "Phillies Fever," but they came too late to implement in a successful manner. Clearly, the Phillies surprise success affected the placement and reach of our publicity efforts during October.

Philadelphia Inquirer:

Working to gain more expansive advance sports coverage in the Inquirer should be a top priority for next year. We believe it was a combination of factors (including lack of player availability) that affected the exposure given the tournament this year. Briefly, they included:

1) The strike pending in late August, September and October; then "Phillie Fever" in October.

2) The sports department was under re-organization and often short-staffed, with numerous staffing cuts and changes taking place this fall -- leading ultimately to a new sports editor being named in November.

3) Tennis writer Diane Pucin was thrust into the position of sports columnist in August, and the new tennis writer wasn't assigned until late October - leaving the event without a strong, inside "advocate" in the interim. (An example: Pucin was planning to attend our September Media Day, but called that day to say she had pneumonia. Given the timing, her editor didn't have a staff member available to write an in-depth article, so "the field" story was boiled to several paragraphs.)

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

CHALLENGES (con't):

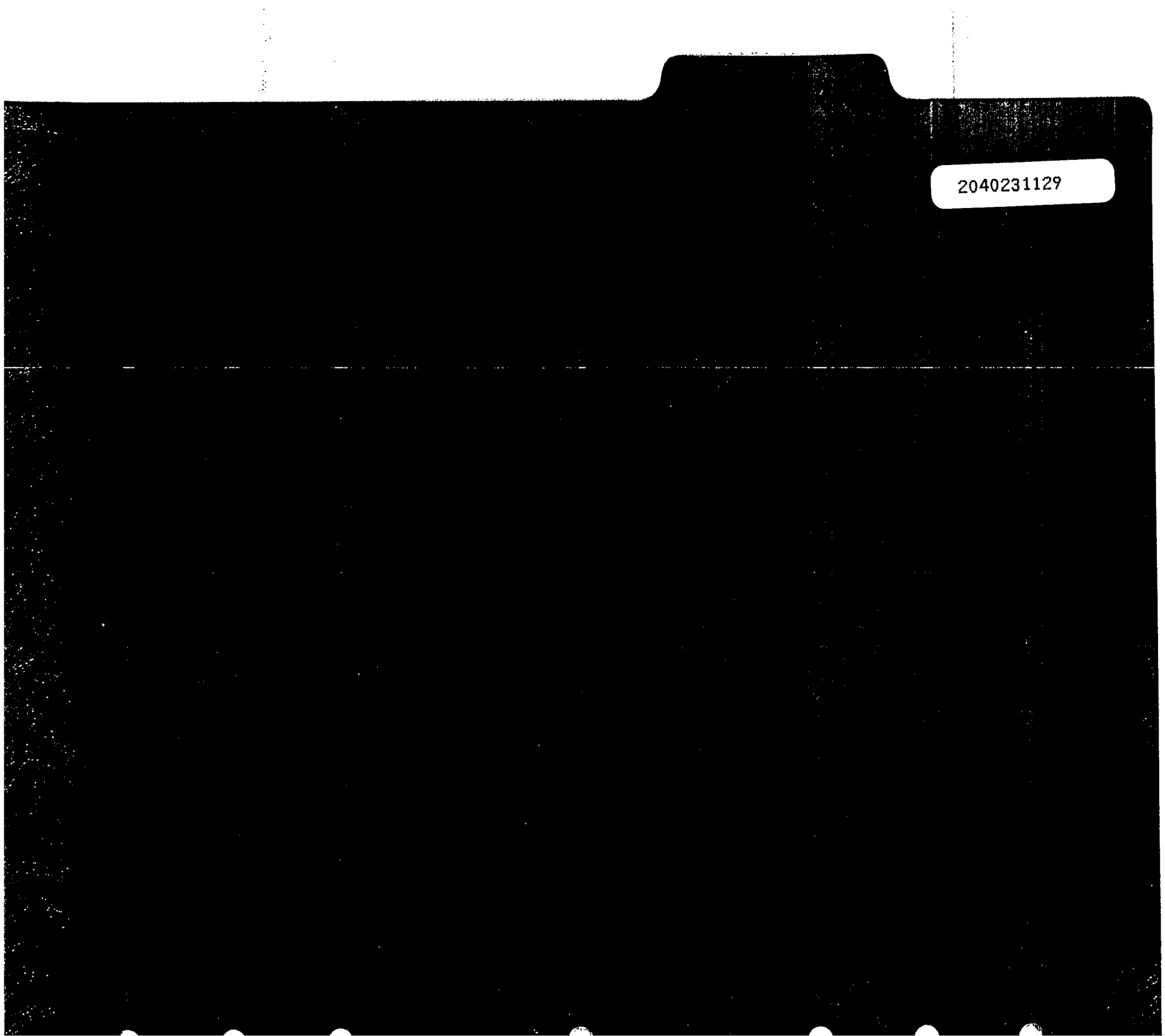
4) The aforementioned inability to deliver an interview with a top player. Once Mike Jensen was assigned to cover the tournament, Pucin made it clear that the only advance column she wanted to write was on Graf. (This would have run on Sunday, with Jensen's Raymond story following on Opening Day.) We couldn't get her the Graf interview, so we lost the big Sunday advance.

We feel the first step to take would be to plan several friendly lunches early next year. The goal of these informal meetings would be to become better acquainted with the new sports editor, as well as to gain input from both Pucin and Jensen.

Player Withdrawals:

A final challenge came in losing two of the big names from our field, Capriati and Sanchez Vicario. This affected the media perception (and visibility) of the event, as well as ticket sales. (Our field was much stronger when the event was a Tier II.) We encouraged reporters to focus on the up-and-coming names, and while this worked in many cases, it didn't make up for the loss of the marquee names.

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000



Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

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Ayars PR Virginia Slims
609/589-8153 310/306-6722

FOR IMMEDIATE RELEASE:

TICKETS GO ON SALE FOR $750,000 VIRGINIA SLIMS OF PHILADELPHIA:

TENNIS FANS TO SELECT SEATS IN CIVIC CENTER OPEN HOUSE, JULY 21

Philadelphia, PA (July 13, 1993) -- Tickets for The $750,000 Virginia Slims of Philadelphia, presented by ADVANTA, will go on sale beginning July 21, when the event hosts a festive Open House at the Philadelphia Civic Center to court Delaware Valley tennis fans, ticket buyers and interested sponsors.

Open to the public, the Virginia Slims of Philadelphia Open House will be held on Wednesday, July 21 from 5 p.m. to 8 p.m. at the Civic Center's Convention Hall. Ticket buyers will be able to "try out," select and then purchase their preferred seats for the women's tennis tournament, which returns to the Civic Center, November 8-14.

A highlight of the evening will be a public game of "Musical Chairs," to be played out on Center Court, with Virginia Slims of Philadelphia tickets going to the winner.

Additionally, members of the public and sponsors will be able to volley and serve on the Civic Center's fun court, participate in "fast serve" and other sports-themed games and register to win prizes. Restaura, the Civic Center caterer, will host a cocktail party and be on hand to discuss business entertaining opportunities with interested sponsors.

Tickets for the tournament, ranging from $12 to $35, also will be available by calling the tournament office at (215)568-4444 and at Delaware Valley Ticketmaster locations.

- more -

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

The Virginia Slims of Philadelphia has been elevated to one of the 13 "Blockbuster Events" on the 1993 Kraft Tour -- a designation for the most prestigious stops in women's pro tennis -- just two years after making its Philadelphia debut. With the Blockbuster status, the event joins an elite group that includes the four Grand Slams, the Virginia Slims Championships, the Lipton Championships and the six other $750,000 Tier I events worldwide.

Exciting changes will await area tennis enthusiasts, including increased prize money of $750,000 (up from $350,000), worldwide exposure and a 32-player field featuring five of the World's Top Ten stars. Fans can anticipate some highly-competitive early round matches, as well as more head-to-head matches among the superstars of the sport.

The $750,000 Virginia Slims of Philadelphia is one of six Virginia Slims sponsored events in the U.S. and the 61st stop on the 1993 Kraft Tour, which culminates the following week with the season-ending $3.5 Million Virginia Slims Championships at New York's Madison Square Garden. Since its debut in 1991, the event has brought international superstars -- including Seles, Graf, Capriati, Sanchez Vicario and many other top women -- to Philadelphia, attracting over 90,000 area tennis fans to the Civic Center.

# # #

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

ADVANTA

Presents

VIRGINIA SLIMS OF PHILADELPHIA

November 8-14, 1993

Contact: Rebecca Ayars/Carole Morganti
Ayars Public Relations
609/589-8153

NEWS, SPORTS & PHOTO ALERT:

EVENT: **AREA TENNIS FANS CAN SWING TO MUSICAL CHAIRS FOR CHANCE TO WIN TOP-NOTCH SEATS FOR $750,000 VIRGINIA SLIMS OF PHILA.**

DATE: Wednesday, July 21 at 6:30 p.m.

PLACE: Virginia Slims of Philadelphia Open House
Phila. Civic Center, Convention Hall
34th St. & Civic Center Blvd.

DETAILS: Delaware Valley tennis buffs will have the opportunity to "swing" at more than just a tennis ball --- to the beat of a special game of "musical chairs," competing to win two box seats to this year's $750,000 Virginia Slims of Philadelphia at the Civic Center November 8-14. The musical chairs competition will be a highlight of the Virginia Slims of Philadelphia Open House, where the public can try out, select and purchase seats of their choice to the women's tennis tournament on the day that tickets go on sale. The event is open to tennis fans 21 and over. The winner will receive two box seats to the finals, along with complimentary passes to the champagne brunch at the tournament's Courtside Club. Contestants will circle chairs on center court as a String Band ensemble, the Mummers Four, provides the traditional "stop-go" music. Potential contenders should have quick reflexes, musical rhythm, and the ability to sit down on command. Presented by ADVANTA, Virginia Slims of Philadelphia has been elevated to one of the 13 "Blockbuster Events" on the 1993 Kraft Tour and will feature five of the World's Top Ten stars in a 32-player field.

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7/15/93

1993 Blockbuster Events: Australian Open, Pan Pacific Open, Lipton Championships, Family Circle Cup, Italian Open, German Open, French Open, Wimbledon, Canadian International Women's Championships, U.S. Open, European Indoors, Virginia Slims of Philadelphia, Virginia Slims Championships

REBECCA AYARS PUBLIC RELATIONS • 38 Saddlebrook Drive • Sewell, NJ 08080 • TEL: 609/589-8153 • FAX: 609/582-6209

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

Contact: Rebecca Ayars or Janine Goldberg
Ayars PR Virginia Slims
609/589-8153 310/306-6722

FOR IMMEDIATE RELEASE:

$750,000 VIRGINIA SLIMS OF PHILADELPHIA ANNOUNCES OLIVE GARDEN TIEBREAK TOURNAMENTS AT EIGHT AREA TENNIS CLUBS

Philadelphia, PA (August 9, 1993) -- The "Olive Garden Tiebreak Tournaments" will give amateur women doubles teams a chance to play like the pros, as they look forward to the upcoming $750,000 Virginia Slims of Philadelphia, presented by ADVANTA.

Scheduled this summer and fall at eight local tennis clubs and centers, the tiebreak tournaments are a series of special events benefiting the United States Tennis Association/Middle States Section. The day begins with a clinic on doubles strategy, followed by the tiebreak competition -- with doubles teams from Ladies A & B divisions attempting to win two-out-of-three 12 point tiebreakers in a single elimination draw. The Olive Garden will provide lunch for all participants.

The local winners will be recognized on Center Court during U.S.T.A. Night at The Virginia Slims of Philadelphia on Wednesday, November 10 at the Philadelphia Civic Center. Additionally, all participants will receive a free tee-shirt and the chance to win exciting tennis and sports-related prizes.

Amateur women, 21 years and over, are eligible to participate. The entry fee, at $20 per person, includes a ticket to an early round tournament session. For further information, call the tournament office at 215/568-4444, or the host sites listed below.

- more -

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

1993 Olive Garden Tiebreak Tournament Schedule:

Wednesday, Aug. 11, 5 p.m.
Indian Falls Tennis Club
224 County Line Rd.
Wayne, PA
215/989-0122
Contact: Sue Burke

Thursday, Aug. 26, 10 a.m.
Mercer Co. Outdoor Tennis
640 South Broad St.
Trenton, NJ
609/448-2088
Contact: Judy Niederer

Friday, Sept. 10, 12 noon
Northeast Racquet Club
Krewstown Rd.
Philadelphia, PA
215/671-9220
Contact: Marta Blatnick

Wednesday, Sept. 15, 10 a.m.
Margarity Tennis Club
825 Bethlehem Pike
Flourtown, PA
215/836-5585
Contact: Susan McGoldrick

Wednesday, Sept. 29, 10 a.m.
Cheltenham Racquet Club
46 East Church Rd.
Elkins Park, PA
215/379-5425
Contact: Kitty Perrin

Saturday, Oct. 2, 6 p.m.
Inn at Golf & Tennis World
Verona Boulevard
West Atlantic City, NJ
609/641-3546
Contact: Pat Mathews

Thursday, Oct. 14, 11 a.m.
Elkton Indoor Tennis Club
360 Maloney Rd.
Elkton, MD
410/398-8282
Contact: Lynn Sirois

Friday, Oct. 22, 7 p.m.
Cherry Hill Racquet Club East
1820 Cuthbert Rd.
Cherry Hill, NJ
609/795-2255
Contact: Carm Beckner

The $750,000 Virginia Slims of Philadelphia is one of six Virginia Slims sponsored events in the U.S. and the 61st stop on the 1993 Kraft Tour, which culminates the following week with the season-ending $3.5 Million Virginia Slims Championships at New York's Madison Square Garden. Since its debut in 1991, the event has brought international superstars -- including Seles, Graf, Capriati, Sabatini, Sanchez Vicario and others -- to compete at the Philadelphia Civic Center. Tickets are available by calling the tournament office, at 215/568-4444, and at Delaware Valley Ticketmaster locations.

# # #

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

WE'RE HOLDING COURT...

at the Philadelphia Museum of Art

Please Join Us For A

Media Luncheon

kicking off

The $750,000 Virginia Slims of Philadelphia

presented by ADVANTA

Wednesday, September 15

11 a.m. - The Fine Art of Tennis: Media Clinic featuring Tennis Legend Virginia Wade
Art Museum Courtyard

12 noon - Field Announcements & Luncheon
Private Dining Room (Museum Restaurant)

FREDERICK LEIGHTON (English, 1830–1896)
Portrait of Nanna Risi, 1859
Oil on canvas, 31½ x 20½"
The Henry Clifford Memorial Fund
© 1986 **Philadelphia Museum of Art**/Pt98611

2040231136

RSVP: by September 10
Rebecca Ayars
AYARS PR
609•589•8153

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

ADVANTA

Presents

VIRGINIA SLIMS OF PHILADELPHIA

November 8-14, 1993

Contact: Rebecca Ayars
AYARS PR
609/589-8153

or

Janine Goldberg
Virginia Slims
310/306-6722

SEVEN OF THE WORLD'S TOP TEN TENNIS STARS ENTER

$750,000 VIRGINIA SLIMS OF PHILADELPHIA

Graf to Defend Title at Philadelphia Civic Center, Nov. 8-14

Philadelphia (Sept. 15, 1993) -- 1993 U.S. Open champion Steffi Graf and Arantxa Sanchez Vicario, No. 1 and No. 2 respectively in the Virginia Slims Rankings, and fellow Top Ten stars Gabriela Sabatini, Jennifer Capriati, Mary Joe Fernandez, Conchita Martinez and Anke Huber have entered the $750,000 Virginia Slims of Philadelphia, presented by ADVANTA. Combined, this formidable group has earned 146 career singles titles and over $28 million in prize money.

Returning to the Philadelphia Civic Center November 8 - 14, the singles champion in the 32-player field will receive $150,000.

"It's exciting to return to Philadelphia -- not only as one of the 13 Blockbusters on the Kraft Tour, but also as the city's richest sporting event," said Tournament Director Barbara Perry, referring to the event's increased prize money of $750,000.

Five-time Wimbledon champion Graf will defend her title in Philadelphia. Ranked in the Top Two for seven years, the German powerhouse has posted 77 singles titles and earned close to $13 million in prize money in her stellar career. Graf's recent U.S. Open victory, her eighth singles crown this year, marks her 14th Grand Slam title.

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more-

KRAFT TOUR

1993 Blockbuster Events: Australian Open, Pan Pacific Open, Lipton Championships, Family Circle Cup, Italian Open, German Open, French Open, Wimbledon, Canadian International Women's Championships, U.S. Open, European Indoors, Virginia Slims of Philadelphia, Virginia Slims Championships

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

One of the tour's hottest players, Sanchez Vicario claimed her career-high Virginia Slims Ranking of No. 2 last week and has notched four tournament wins to date this year, including two over Graf for the Lipton and Citizen Cup crowns. Her two other victories came at Amelia Island and Barcelona. The 1989 French Open champion, who holds 12 career singles titles, was runner-up at last year's Virginia Slims of Philadelphia.

Argentina's Sabatini, one of the most popular tennis players worldwide, has 25 career singles victories to her credit, including the 1990 U.S. Open title. Thus far in 1993, the No. 6 ranked player has reached the final at three events and has been a semifinalist six times. In 1992, she became the only tennis player in history to have a rose named in her honor.

Capriati's win at Sydney earlier this year marked her sixth singles title in a short, but impressive career. In 1993, she has reached the quarterfinals at five events, including the Australian Open, the French Open and Wimbledon, and was a semifinalist at Hilton Head. Last year, she toppled Graf to bring home an Olympic Gold Medal.

Martinez is currently enjoying a career-high No. 5 ranking and holds 18 career singles titles. She has four tournament titles in 1993, including the Virginia Slims of Houston, the Italian Open and the U.S. Hardcourts; she has been a tournament finalist twice and has reached the semifinals at four events, including Wimbledon.

Fernandez moved into the spotlight earlier this year by battling her way into the French Open final, before falling to Graf. She won her third career singles crown this year at Indian Wells and was the 1992 Olympic Gold Medalist in doubles.

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

Germany's Huber broke into the Virginia Slims Ranking's Top Ten last year and is currently the No. 10 player in the world. She scored a tournament win this year at the Austrian Ladies Open, was a finalist at Sydney and a semifinalist at the French Open and Virginia Slims of Florida.

Early entries also include: local rising star Lisa Raymond of Wayne, PA, who distinguished herself in her pro debut at Wimbledon by reaching the Round of 16; hard-hitting Mary Pierce; Switzerland's Manuela Maleeva-Fragniere; 1993 U.S. Open finalist Helena Sukova, a Top 20 player for 11 years; South Africa's Amanda Coetzer; doubles specialist Natalia Zvereva; American Lori McNeil, who upset Graf in the first round of the 1992 Virginia Slims Championships; and Nicole Provis, of Australia.

The $750,000 Virginia Slims of Philadelphia has been elevated to one of the 13 "Blockbuster Events" on the 1993 Kraft Tour -- a designation for the most prestigious stops in women's pro tennis.

The tournament is one of six Virginia Slims sponsored events in the U.S. and the 61st stop on the 1993 Kraft Tour, which culminates the following week with the season-ending $3.5 Million Virginia Slims Championships at New York's Madison Square Garden. Since its debut in 1991, the event has brought international superstars -- including Seles, Graf, Capriati, Sabatini, Sanchez Vicario and many other top women players -- to Philadelphia, attracting over 90,000 fans.

Tournament sponsors include KYW-TV, The Rittenhouse Hotel, B-101.1, and Guest Quarters Suite Hotels. The Philadelphia Museum of Art is the tournament's official charity.

Tickets are available by calling the tournament office, at 215/568-4444, and at Delaware Valley Ticketmaster locations.

# # #

2040231139

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

Contact: Rebecca Ayars or Carole Morganti
AYARS PR
609/589-8153

NEWS & PHOTO ALERT:

WHAT: TENNIS LEGEND VIRGINIA WADE ON HAND TO HELP KICK-OFF UPCOMING $750,000 VIRGINIA SLIMS OF PHILADELPHIA: LEADS "FINE ART OF TENNIS" CLINIC IN ART MUSEUM COURTYARD

DATE: Wednesday, September 15
11 a.m. -- "The Fine Art of Tennis" - Media Clinic with Tennis Legend Virginia Wade (Art Museum Courtyard)

12 Noon -- Field Announcements & Luncheon (Private Dining Room, Museum Restaurant)

PLACE: Philadelphia Museum of Art, (215)684-7860
26th Street & the Parkway

DETAILS: **Virginia Wade**, one of the all-time great women's tennis players and the **1975 Winner of the Virginia Slims of Philadelphia**, will demonstrate the "Fine Art of Tennis" on a "short court" in front of the Philadelphia Museum of Art.

Wade will serve and volley with local media representatives and tournament sponsors, giving them tips on the finer points of the game. Clinic participants will then bravely attempt to return one of the tennis legend's serves.

At 12 noon, **Tournament Director Barbara Perry** will make field announcements for the upcoming $750,000 Virginia Slims of Philadelphia, presented by ADVANTA, at a media kick-off luncheon.

Highlighting the luncheon, Perry and Wade will join for a ceremonial "cake cutting" of a special cake created by the Rittenhouse Hotel to commemorate the tournament's promotion to one of the 13 "Blockbuster Events" on the Kraft Tour. Built of three large tiers, the delicacy will feature the Virginia Slims "Ginny" logo and the titles of the Blockbuster events -- all rendered in marzipan.

The Virginia Slims of Philadelphia will feature the women superstars of tennis at the Civic Center, Nov. 8-14.

# # #

NOTE: The Philadelphia Museum of Art is the tournament's official charity.

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

ADVANTA

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VIRGINIA SLIMS OF PHILADELPHIA

November 8-14, 1993

Contact: Rebecca Ayars or Carole Morganti
AYARS PR
609/589-8153

NEWS & PHOTO ALERT:

WHAT: **VIRGINIA SLIMS OF PHILADELPHIA TO "MAKE IT A NIGHT" IN CENTER CITY DISTRICT CELEBRATION ON SEPTEMBER 22: PUBLIC TO PLAY "BEAT THE PRO TENNIS" ON CHESTNUT STREET**

DATE: Wednesday, September 22, 5 - 8 p.m.

PLACE: 1700 Block of Chestnut Street, Philadelphia

DETAILS: Center city workers and residents can squeeze in a workout before heading home on Wednesday, Sept. 22 -- by stopping by a special "Make It A Night" celebrating the upcoming $750,000 Virginia Slims of Philadelphia tennis tournament.

Highlighting the festivities will be a "Beat the Pro" tennis challenge, to take place on a short "street court" constructed on the 1700 block of Chestnut Street. Members of the general public, aged 21 and over, will pick-up a racquet and match their skills against a local tennis pro -- competing for both personal gratification and sports-related prizes.

Other festivities on the block will include tennis trivia contests; distribution of Snyder's Pretzels and Power Bars; and B-101's "Hot Seats" contest, a moving game show. The event is part of the Center City District's "Make It A Night" program.

The Virginia Slims of Philadelphia will feature seven of the world's Top Ten superstars of tennis, including Steffi Graf, at the Philadelphia Civic Center, November 8 - 14.

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KRAFT TOUR

1993 Blockbuster Events: Australian Open, Pan Pacific Open, Lipton Championships, Family Circle Cup, Italian Open, German Open, French Open, Wimbledon, Canadian International Women's Championships, U.S. Open, European Indoors, Virginia Slims of Philadelphia, Virginia Slims Championships

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

ADVANTA

Presents

VIRGINIA SLIMS OF PHILADELPHIA

November 8-14, 1993

Dear Members of the Media:

Mark the dates November 8 - 14 on your calendar -- when The $750,000 Virginia Slims of Philadelphia, presented by ADVANTA, returns to the Philadelphia Civic Center as one of the 13 Blockbuster Events on the 1993 Kraft Tour. Elevated to Tier I status this year, the event promises more excitement, with double the prize money (up from $350,000) and a 32-player field showcasing five of the World's Top 10 Stars.

The final stop before the $3.5 Million Virginia Slims Championships, The Virginia Slims of Philadelphia joins the season-ending event to create 1993's "richest two weeks in women's professional sports" -- heightening interest among sports fans everywhere.

Please complete the credential application form below so we can anticipate your needs for this tournament and return to:

AYARS PUBLIC RELATIONS
38 Saddlebrook Drive
Sewell, NJ 08080
(609)589-8153
(609)582-6209 Fax

PLEASE RETURN NO LATER THAN OCTOBER 20

Credentials may be picked up at the designated Media Will Call Window at the Civic Center during the week of the tournament.

CREDENTIAL APPLICATION FOR 1993 VIRGINIA SLIMS OF PHILADELPHIA

MEDIA MEMBER NAME:_____ **TYPE MEDIA:**_____
(reporter, photographer, etc)

AFFILIATION:_____ **PHONE:**_____

HOME PHONE:_____ **FAX:**_____

MAILING ADDRESS:_____

CIRCLE DAYS COVERING: M T W TH F SA SU ALL

PHONE REQUIREMENTS/SPECIAL REQUESTS: _____

Note: If more than one person is requesting credentials, please attach a separate form.

PLEASE NOTE: AUTOGRAPH REQUESTS ARE NOT PERMITTED IN PRESS ROOM. (CREDENTIALS WILL BE REVOKED)

KRAFT TOUR

1993 Blockbuster Events: Australian Open, Pan Pacific Open, Lipton Championships, Family Circle Cup, Italian Open, German Open, French Open, Wimbledon, Canadian International Women's Championships, U.S. Open, European Indoors, Virginia Slims of Philadelphia, Virginia Slims Championships

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

ADVANTA

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VIRGINIA SLIMS OF PHILADELPHIA

November 8-14, 1993

Contact: Rebecca Ayars or Janine Goldberg
Ayars PR Virginia Slims
609/589-8153 310/306-6722

FOR IMMEDIATE RELEASE:

VIRGINIA SLIMS OF PHILADELPHIA ANNOUNCES NATIONAL ANTHEM CONTEST:

"PHILLY SING-OFF" TO BE HELD OCTOBER 20 AT THE MAIN EVENT

Philadelphia, PA (October 1, 1993) -- *"Oh say, can you see..."* yourself performing the National Anthem preceding the singles Final of the $750,000 Virginia Slims of Philadelphia on Sunday, Nov. 14 at the Philadelphia Civic Center? Presented by ADVANTA, the women's tennis tournament returns to the Civic Center Nov. 8 - 14.

Interested singers and musicians can begin "tuning up" for the Virginia Slims of Philadelphia National Anthem Contest, to be held on Wednesday, Oct. 20 at 12:00 noon at the "The Main Event at Market East," 701 Market Street in Philadelphia.

"We're hoping to see a wide variety of vocal and instrumental styles, ranging from classical to pop and jazz interpretations of the Anthem," said Tournament Director Barbara Perry, of International Management Group. A panel of prominent local music and entertainment personalities will judge the contestants as they perform -- looking for vocal and musical ability, showmanship and overall presentation, among other criteria.

- more -

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

The winning person or group will perform the Anthem on Center Court for the crowd gathered to watch the tournament Final on Sunday, Nov. 14 at 1 p.m. The winner will also receive Center City hotel accommodations for Saturday night and VIP floor seats for the Final. Two runners-up will be selected to sing or play for the afternoon and evening Semifinals on Saturday, Nov. 13.

All amateur and professional singers and musicians from the Tri-State area, 21 years and over, are eligible to compete. Interested contestants should call the Virginia Slims Tournament Office, at 215/568-4444, to register for the contest and for further information.

The $750,000 Virginia Slims of Philadelphia is one of six Virginia Slims sponsored events in the U.S. and the 61st stop on the 1993 Kraft Tour, which culminates the following week with the season-ending $3.5 Million Virginia Slims Championships at New York's Madison Square Garden. The event will feature the international superstars of women's tennis -- including Steffi Graf, Arantxa Sanchez Vicario, Gabriela Sabatini, Jennifer Capriati, Mary Joe Fernandez and many other top-ranked women -- in its 32-player field.

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2040231144

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

ADVANTA

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VIRGINIA SLIMS OF PHILADELPHIA

November 8-14, 1993

Contact: Rebecca Ayars/Carole Morganti
Ayars Public Relations
609/589-8153

Janine Goldberg
Virginia Slims
310/306-6722

FOR IMMEDIATE RELEASE:

ROOKIE WUNDERKIND LINDSAY DAVENPORT, GIGI FERNANDEZ, PAM SHRIVER, LARISA NEILAND JOIN RANKS OF $750,000 VIRGINIA SLIMS OF PHILADELPHIA

Philadelphia, PA (Oct. 5, 1993) -- Rookie star-on-the-rise Lindsay Davenport, along with top players Gigi Fernandez, Pam Shriver and Larisa Neiland will compete in the $750,000 Virginia Slims of Philadelphia, presented by ADVANTA, returning to the Philadelphia Civic Center November 8 - 14.

The tournament will feature seven of the world's Top 10 tennis stars including Steffi Graf, Arantxa Sanchez Vicario, Gabriela Sabatini, Jennifer Capriati, Mary Joe Fernandez, Conchita Martinez and Anke Huber.

At 17, American Lindsay Davenport has become a wunderkind of sorts since turning pro earlier this year. She captured her first tournament championship at the European Open and already owns three 1993 quarterfinal appearances at the Chris Evert Cup, Tokyo Nichirei, and Virginia Slims of Florida, where she upset Gabriela Sabatini along the way. After entering the pro tour at No. 162, she has made a remarkable climb in the Virginia Slims Rankings to No. 21. A nailbiting, 6-7, 6-4, 6-4 loss to Sabatini in the early rounds of the U.S. Open helped establish Davenport as a force to be reckoned with on the tour.

Davenport was named to the U.S. National Tennis Team and was voted Tennis Magazine's Female Junior Player of the Year in 1991.

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

One of the best-known names on the tennis tour, Baltimore, MD native Pam Shriver has compiled nearly two dozen singles titles and over 100 doubles titles in her 15-year career. In 1984, Shriver attained a career-high No. 3 ranking, remaining in the Top 10 through 1988. Now No. 33 in the Virginia Slims Rankings, Shriver has reached the quarterfinals on five different occasions this year.

Always a leading force on the doubles scene, American Gigi Fernandez continues to dominate when it comes to tandem play. Along with partner Natalia Zvereva, she's notched eight doubles titles in 1993. Ranked No. 39, Fernandez appeared in the quarterfinals of this year's Volkswagen Cup.

Another prominent doubles competitor, Larisa Neiland, No. 31 in the Virginia Slims Rankings, has also made her mark in singles. Neiland won the OTB Open in Schnectady, and was a finalist at Pan Pacific, Tokyo. She has claimed five doubles titles in 1993, many with partner Jana Novotna.

The $750,000 Virginia Slims of Philadelphia has been elevated to one of the 13 "Blockbuster Events" on the 1993 Kraft Tour.

The tournament is one of six Virginia Slims sponsored events in the U.S. and the 61st stop on the 1993 Kraft Tour, which culminates the following week with the season-ending $3.5 Million Virginia Slims Championships at Madison Square Garden.

Tickets are available by calling the tournament office, at 215/568-4444, and at Delaware Valley Ticketmaster locations.

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

ADVANTA

Presents

VIRGINIA SLIMS OF PHILADELPHIA

November 8-14, 1993

CONTACT: Rebecca Ridgway Ayars
Ayars Public Relations
609/589-8153

NEWS AND PHOTO ALERT:

WHAT: **VIRGINIA SLIMS OF PHILADELPHIA LOOKS FOR FASTEST SERVE IN PHILLY: CONTEST TO BE HELD AT 30TH STREET STATION**

TIME: Friday, Oct. 15, from 2 p.m. - 7 p.m.

PLACE: 30th Street Station, Philadelphia

DETAILS: Virginia Slims of Philadelphia will be looking for the "Fastest Serves in Philly" -- in a contest at 30th Street Station on Friday, Oct. 15 from 4 p.m. - 7 p.m.

Delaware Valley commuters will step up to the "fast serve cage," give it their best serve, and then watch as the radar gun clocks their speed -- determining whether they have (in tennisspeak) "a screamer," "a creampuff," or something in between.

Prizes will be awarded to the man and woman who register the fastest serves of the day. (Contest is open to anyone 21 years or over.)

The contest is a special event leading up to the upcoming $750,000 Virginia Slims of Philadelphia, presented by ADVANTA, at the Philadelphia Civic Center, Nov. 8-14.

# # #

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KRAFT TOUR

1993 Blockbuster Events: Australian Open, Pan Pacific Open, Lipton Championships, Family Circle Cup, Italian Open, German Open, French Open, Wimbledon, Canadian International Women's Championships, U.S. Open, European Indoors, Virginia Slims of Philadelphia, Virginia Slims Championships

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

V I R G I N I A S L I M S " T E N N I S S H O R T S " . . . .

SUBJECT: Qualifying & Other Notes...
DATE: October 13, 1993
CONTACT: Rebecca Ayars, AYARS Public Relations
609/589-8153

QUALIFYING TO BE HELD AT NORTHEAST RACQUET CLUB:

Qualifying for the upcoming $750,000 Virginia Slims of Philadelphia (Nov. 8-14 at the Civic Center) will be held at the **Northeast Racquet Club, Krewstown Road in Philadelphia, on Nov. 5, 6 & 7 at 10 a.m. each day.** Thirty-two players will compete to win one of four positions into the Tournament's Main Draw. Kim Schiff, a 16-year-old amateur from West Harrington, DE who is a freshman at Duke University, has been awarded a wild card into the qualifying event.

TIEBREAK TOURNAMENT CHAMPIONSHIPS SET FOR OCTOBER 30

Amateur Ladies doubles teams from the Delaware Valley will battle for the **Virginia Slims Tiebreak Tournament Championship Title on Saturday, Oct. 30 from 1 - 4 p.m. at Cherry Hill Racquet Club West.** Competing will be the winning teams from Tiebreak Tournament run-offs held this fall at area tennis clubs. They are: **Indian Falls Tennis Club (Wayne, PA):** Felice Levicchi & Bobbi Halpert, of Wynnewood, PA; and Tracy Tooke, of Wynnewood, PA and partner to be named. **Northeast Racquet Club (Philadelphia):** Susan Packer, of Glenside, PA and Eileen Weldon, of Bensalem, PA; and Ellie Kaufman, of Rydal, PA and Marjorie Pollack, of Huntingdon Valley, PA. **Magarity Tennis Club (Flourtown, PA):** Carol Scott and Margery Welsh, of Conshohocken, PA. **Mercer County (NJ) Tennis Club:** Chris Buchner, of East Windsor, NJ and Lydia Angle, of Plainsboro, NJ. **Cheltenham Racquet Club (Elkins Park, PA):** Suzanne Langan, of Jenkintown, PA and Ellen Gittleman, of Wyncote, PA; Pat Gardner, of Warminster, PA and Donna Hagopian, of Philadelphia, PA. **Inn at Golf & Tennis World (Atlantic City, NJ):** Amanda Nahas, of Ventnor, NJ and Allison Fried, of Margate, NJ. **Cherry Hill (NJ) Racquet Club West:** Club winners will be determined in Tiebreak Tourney on Oct. 22.

MALEEVA-FRAGNIERE WITHDRAWS...

Manuela Maleeva-Fragniere, of Switzerland, has withdrawn from the $750,000 Virginia Slims of Philadelphia, presented by ADVANTA, in order to "rest up" before the season-ending $3.5 Virginia Slims Championships at New York's Madison Square Garden, Nov. 15 - 21. The eldest of three tennis-playing Maleeva sisters announced earlier this year that she planned to retire from professional tennis at the year's end. The field for the upcoming Virginia Slims of Philadelphia features seven of the world's Top Ten stars, including Steffi Graf and Arantxa Sanchez Vicario, No. 1 & No. 2 in the Virginia Slims Rankings; Gabriela Sabatini, Jennifer Capriati, Mary Joe Fernandez and Conchita Martinez.

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VIRGINIA SLIMS TENNIS VIRGINIA SLIMS TENNIS VIRGINIA SLIMS TENNIS VIRGINIA SLIMS TENNIS KRAFT GENERAL FOODS WORLD TOUR

HEWLETT PACKARD IS THE OFFICIAL COMPUTER OF THE WTA

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

ADVANTA

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VIRGINIA SLIMS OF PHILADELPHIA

November 8-14, 1993

Contact: Rebecca Ayars or Janine Goldberg
Ayars PR Virginia Slims
609/589-8153 310/306-6722

FOR IMMEDIATE RELEASE:

JENNIFER CAPRIATI WITHDRAWS FROM $750,000 VIRGINIA SLIMS OF PHILADELPHIA

Philadelphia, PA (October 19, 1993) -- Jennifer Capriati has withdrawn from the upcoming $750,000 Virginia Slims of Philadelphia, presented by ADVANTA, due to an elbow injury. Tournament Director Barbara Perry, of International Management Group, made the announcement today.

The tennis star has a bone chip in her right elbow that will keep her out of action for the rest of 1993, explained Perry, who is Capriati's agent. "I am very disappointed that I won't be able to compete at the Virginia Slims of Philadelphia and the Virginia Slims Championships in New York, but I'm looking forward to coming back to play a full schedule in 1994," said Capriati.

The tournament, returning to the Philadelphia Civic Center November 8 - 14, will feature six of the world's Top 10 tennis stars including Steffi Graf, Gabriela Sabatini, Arantxa Sanchez Vicario, Mary Joe Fernandez, Conchita Martinez and Anke Huber.

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

ADVANTA

Presents

VIRGINIA SLIMS OF PHILADELPHIA

November 8-14, 1993

CONTACT: Rebecca Ridgway Ayars
Ayars Public Relations
609/589-8153

NEWS AND PHOTO ALERT:

WHAT: **SOUTH JERSEY WOMEN TO COMPETE IN TIEBREAK TOURNAMENTS AT CHERRY HILL RACQUET CLUB; PRELUDE TO UPCOMING VIRGINIA SLIMS OF PHILADELPHIA AT CIVIC CENTER**

TIME: Friday, Oct. 22 at 7:00 p.m.

PLACE: Cherry Hill Racquet Club West, 1820 Old Cuthbert Rd.
Cherry Hill, NJ
(609)429-1388

DETAILS: Amateur Ladies Doubles Teams from South Jersey will get a chance to play like the pros as they look forward to the upcoming Virginia Slims of Philadelphia at the Civic Center, Nov. 8-14.

On **Friday, Oct. 22 at 7 p.m., Cherry Hill Racquet Club West will host a Tiebreak Tournament** -- where doubles teams compete to win two-out-of-three 12 point tiebreakers in a single elimination draw. The event will benefit the United States Tennis Association/Middle States Section.

The Cherry Hill winners will move on to compete against winners from other Delaware Valley tennis clubs in the **Virginia Slims Tiebreak Championships -- to be held at Cherry Hill Racquet Club West on Saturday, Oct. 30, from 1:00 - 4:00 p.m.**

All local winners will be recognized on Center Court at the Virginia Slims of Philadelphia, on Wednesday, Nov. 10 at the Philadelphia Civic Center.

# # #

2040231150

KRAFT TOUR

1993 Blockbuster Events: Australian Open, Pan Pacific Open, Lipton Championships, Family Circle Cup, Italian Open, German Open, French Open, Wimbledon, Canadian International Women's Championships, U.S. Open, European Indoors, Virginia Slims of Philadelphia, Virginia Slims Championships

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

ADVANTA

Presents

VIRGINIA SLIMS OF PHILADELPHIA

November 8-14, 1993

Contact: Rebecca Ayars/Carole Morganti
Ayars Public Relations
609/589-8153

NEWS & PHOTO ALERT:

EVENT: **STAR-SPANGLED LOCAL CONTESTANTS WILL AUDITION TO PERFORM NATIONAL ANTHEM AT VIRGINIA SLIMS OF PHILADELPHIA**

TIME: Wednesday, Oct. 20 at 12 noon

PLACE: The Main Event at Market East (215/413-1776)
701 Market St., Center City (8th Street entrance)

DETAILS: Musicians, vocalists, or just plain patriots throughout the Delaware Valley will have the opportunity to perform the National Anthem at the final of this year's $750,000 Virginia Slims of Philadelphia, presented by ADVANTA, by showing up at the Virginia Slims of Philadelphia National Anthem Contest. The auditions are open to all amateur and professional musicians over the age of 21. Contestants will be judged by a panel of well-known Philadelphia area music and entertainment personalities, and members of the local media. Judging criteria will be based on vocal & music ability, showmanship, and overall presentation. The winning person or group will be awarded the chance to perform the National Anthem prior to the tournament's singles final on Sunday, Nov. 14 at the Philadelphia Civic Center, and will also receive center city hotel accomodations and VIP seats for the final. The tournament, which returns to the Civic Center November 8 - 14, will feature the top superstars of women's tennis including Steffi Graf, Arantxa Sanchez Vicario, Gabriela Sabatini, Jennifer Capriati, and Mary Joe Fernandez.

2040231151

10/14/93

REBECCA AYARS PUBLIC RELATIONS • 38 Saddlebrook Drive • Sewell, NJ 08080 • TEL: 609/589-8153 • FAX: 609/582-6209

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

Contact: Rebecca Ayars or Janine Goldberg
Ayars PR Virginia Slims
609/589-8153 310/306-6722

FOR IMMEDIATE RELEASE:

RITTENHOUSE HOTEL CREATES PARTY MENU HONORING WOMEN'S TENNIS STARS: GEARING UP FOR VIRGINIA SLIMS OF PHILADELPHIA, NOVEMBER 8 - 14.

Philadelphia, PA (October 21, 1993) -- Just like the tennis stars, The Rittenhouse Hotel is "warming up" for the upcoming $750,000 Virginia Slims of Philadelphia, November 8 - 14, at the Philadelphia Civic Center.

The entire Rittenhouse staff is preparing to welcome the world's most famous women's tennis stars - including Germany's Steffi Graf, Spain's Arantxa Sanchez Vicario, Argentina's Gabriela Sabatini, and Americans Pam Shriver and Zina Garrison-Jackson -- to the Philadelphia-area, taking seriously their role as the tournament's official hotel.

Jim Coleman, Executive Chef at The Rittenhouse, who honors several top players each year by creating special dishes with their favorite foods and native lands in mind, has gone one step further this year -- he has put together a festive party menu of international fare dedicated to the tennis celebrities. Coleman's menu will include Graf's German Links, Sabatini's Sushi (a current favorite), Sanchez Vicario's Tapas, Shriver's Maryland Jumbo Lump Crab Cakes, Capriati's Gazpacho, Garrison-Jackson's Pasta Primavera and Seafood Salad a la Mary Pierce. Served in honor of Wayne, PA rising star Lisa Raymond, will be Raymond's Baby Green Salad, featuring local greens and tomatos with Lancaster goat cheese croustade.

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

Tennis stars and Tournament VIP's will get the first taste of Coleman's special entrees and appetizers during the Tournament's annual "Kick-Off" Party at The Rittenhouse on Sunday, November 7. TreeTops!, the hotel's informal neighborhood bistro, also will be offering the dishes as plated specials throughout tournament week.

Coleman, an award-winning chef who oversees food for the hotel's acclaimed restaurants, will happily share his recipes with Delaware Valley tennis fans who want to put together their own celebration as they watch the ESPN coverage of the Tournament Final on Sunday, Nov. 14 (on tape delay) at 5:30 p.m. He invites all interested individuals to call The Rittenhouse Recipe Hotline, at 215/790-2507. (Several of his favorite recipes to follow.)

The $750,000 Virginia Slims of Philadelphia is one of six Virginia Slims sponsored events in the U.S. and the 61st stop on the 1993 Kraft Tour, which culminates the following week with the season-ending $3.5 Million Virginia Slims Championships at New York's Madison Square Garden. Tickets are available by calling the tournament office, at 215/568-4444, and at Delaware Valley Ticketmaster locations.

# # #

2040231153

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

Rittenhouse Recipes Celebrating
Virginia Slims of Philadelphia
Tennis Stars

PAM SHRIVER'S
MARYLAND JUMBO LUMP CRAB CAKE

Tennis veteran Pam Shriver is a native of Baltimore, MD.

(Yield: 4 people)

Ingredients:
12 oz. jumbo lump crab meat
2 tbsp. chopped chives
1 tbsp. mayonnaise
1/8 tsp. dry mustard
1 drop Tabasco
flour
breadcrumbs
1 egg
salt & pepper to taste

For the Sauce:
4 tbsp. mayonnaise
1 tsp. Old Bay Seasoning
2 tbsp. chopped chives
1/4 tsp. rice vinegar or lemon juice

Gently combine the crab meat, mayonnaise, dry mustard, Tabasco and chives. Separately combine all sauce ingredients.

Form four crab cakes. Dip in flour, then egg, then breadcrumbs. Chill for one hour. Saute until golden brown.

Serve crab cake on a bed of mixed greens with the sauce on the side.

2040231154

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

ARANTXA SANCHEZ VICARIO'S
TAPAS OF HOT ARTICHOKE OYSTER & SHREDDED PROVOLONE DIP WITH CRISP CROUTONS

Arantxa Sanchez Vicario, of Spain, is currently No. 2 in the Virginia Slims Rankings.

(Yield: 1 quart)

Ingredients:
1 can drained artichoke hearts
18 each shucked oysters
1 cup reserved oyster liquid
1 small onion
1 cup shredded provolone cheese
1 pt. cream
3 oz. flour
3 oz. butter

Procedure:
Chop half of the amount of artichoke and half the oyster and reserve for garnish. Puree the rest of both ingredients.

Saute the onion until tender and add the cream and oyster liquid. Bring to a simmer. Combine the softened butter and flour to make a paste. Whisk the butter-flour mixture into the liquid and simmer to thicken (8 - 10 minutes).

Add the puree and chopped ingredients and simmer 7 minutes.

Add the cheese and check seasonings. Pour into a battered 1 1/2 quart ovenproof dish and heat through in the oven for 20 minutes at 300 degrees.

Serve with choice of pita chip, challah toast or French bread crouton.

2040231155

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

JENNIFER CAPRIATI'S GAZPACHO

Tennis phenom Jennifer Capriati likes to include lots of vegetables in her diet.

Ingredients:

6 large tomatos
6 large bell peppers
5 large cucumbers
5 large red onions
Juice of 3 lemons
2 tbsp. Tabasco sauce
2 tbsp. Worcestershire sauce
2 cups virgin olive oil
1 quart tomato juice
1 quart V8 juice
salt & pepper to taste

Procedure:

Dice and seed all vegetables very fine or use grinder attachment of mixer/food processor to puree the vegetables. Then, in a large container, place pureed vegetables and add remaining ingredients. Mix until well incorporated.

2040231156

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

ADVANTA

Presents

VIRGINIA SLIMS OF PHILADELPHIA

November 8-14, 1993

Contact: Rebecca Ayars/Carole Morganti
Ayars Public Relations
609/589-8153

FOR IMMEDIATE RELEASE:

PHILLY VOCALISTS WIN NATIONAL ANTHEM CONTEST; WILL SING AT $750,000 VIRGINIA SLIMS OF PHILADELPHIA

(October 26, 1993) -- The 12-member Intermezzo Choir voiced their patriotic spirit and became winners at the recent Virginia Slims of Philadelphia National Anthem Contest. The group earned the opportunity to perform the National Anthem, on court, prior to the singles final of the $750,000 Virginia Slims of Philadelphia on Sunday, Nov. 14 at 1 pm.

Presented by ADVANTA, the tournament returns to the Philadelphia Civic Center November 8 - 14, and will feature the top superstars of women's tennis including Steffi Graf, Arantxa Sanchez Vicario, Gabriela Sabatini and Mary Joe Fernandez.

The Philadelphia-based choir impressed a panel of judges comprised of local music and entertainment figures. Philly rockers Robert Hazard and Andy King, along with a cast of well-known television, radio and media personalities, voted the choir number one based on vocal and music ability, showmanship, and overall presentation.

According to Verolga Nix, choir director, the group has been together for 38 years, primarily as a choir at Berean Presbyterian Church, Broad & Diamond Sts. They have performed the National Anthem on one other occasion at The Spectrum, prior to a 76ers game.

In addition to performing at the tournament final, the choir also received accomodations for one night at a center city hotel and VIP tickets to the final.

-more-

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

Three runners-up were selected to sing at each of the two tournament semifinal sessions on Saturday, Nov. 13 at 1 p.m. and 6 p.m., and the quarterfinal on Friday, Nov. 12 at 7 p.m.

Raymond White, a Bala Cynwyd (PA) resident, is a National Anthem veteran, performing numerous times at Phillies and Eagles games. A voice major and an accomplished tenor, White also works as a gourmet pizza chef.

The Delaine Brothers, whose three-part harmony produced a unique version of the Anthem, have previously performed as a trio in the Philadelphia area. The threesome were members of the Bishop Neumann school choir and attended Settlement Music School.

Joanna Gardner, a native of Bensalem, (PA) sings at entertainment functions and affairs throughout the Delaware Valley. The singing mother of two attracted the attention of the judges with her strong, melodic voice.

The $750,000 Virginia Slims of Philadelphia has been elevated to one of the 13 "Blockbuster Events" on the 1993 Kraft Tour.

The tournament is one of six Virginia Slims sponsored events in the U.S. and the 61st stop on the 1993 Kraft Tour, which culminates the following week with the season-ending $3.5 Million Virginia Slims Championships at New York's Madison Square Garden.

Tickets are available by calling the tournament office, at 215/568-4444, and at Delaware Valley Ticketmaster locations.

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2040231158

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

ADVANTA

Presents

VIRGINIA SLIMS OF PHILADELPHIA

November 8-14, 1993

CONTACT: Rebecca Ridgway Ayars
Ayars Public Relations
609/589-8153

NEWS AND PHOTO ALERT:

WHAT: KRAFT TOUR "DIAMOND TENNIS BALL" OF 2,300 GLITTERING GEMS ON DISPLAY AT WAYNE JEWELERS IN ARDMORE, IN CONJUNCTION WITH UPCOMING VIRGINIA SLIMS OF PHILADELPHIA.

WHEN: October 28 - November 11
Store Hours: 9:30 a.m. - 5:30 p.m. (Monday - Saturday)

PLACE: Wayne Jewelers & Silversmiths
Suburban Square, 27 Coulter Avenue, Ardmore, PA
Mickey Horn, Store Manager at (215)896-5388

DETAILS: A "Big Diamond" tour is coming to the Philadelphia-area this week -- and no, we're not referring to Neil....

The 1993 Kraft Tour trophy - a **58.8 carat life-size, diamond tennis ball** - will be on display at Wayne Jewelers, Suburban Square, in Ardmore from October 28 - November 11. Rendered in 2,300 fine quality, full brilliant-cut diamonds, the **$250,000 trophy** is appearing in town in conjunction with the **$750,000 Virginia Slims of Philadelphia, Nov. 8-14, at the Philadelphia Civic Center** and the 61st Kraft Tour event. Previous stops on this year's "Diamond Tour" have included Wimbledon and the U.S. Open.

German superstar Steffi Graf will be awarded the one-of-a-kind gem in a presentation naming her the 1993 Kraft Tour Champion - the top player in women's pro tennis as determined by the Kraft Point Standings - during the Virginia Slims Championships at New York's Madison Square Garden, the weekend of Nov. 20-21.

"Foreverset" jewelry created the diamond tennis ball to launch its "Dropshots" diamond tennis jewelry collection. To achieve maximum brilliance and luster, the company employed a Clear Carbonlokd process, a technique that sets the stones to achieve maximum brilliance and luster.

Rock-lovers are invited to visit the shop to gaze, but sunglasses are recommended...

2040231159

KRAFT TOUR

1993 Blockbuster Events: Australian Open, Pan Pacific Open, Lipton Championships, Family Circle Cup, Italian Open, German Open, French Open, Wimbledon, Canadian International Women's Championships, U.S. Open, European Indoors, Virginia Slims of Philadelphia, Virginia Slims Championships

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

V I R G I N I A S L I M S " T E N N I S S H O R T S " . . .

SUBJECT: ESPN Coverage...National Anthem winners & more
DATE: October 26, 1993
CONTACT: Rebecca Ayars, AYARS Public Relations
609/589-8153

ESPN TO CARRY TOURNAMENT FINAL ON SUNDAY NOV. 15:

ESPN will once again carry the singles final of the $750,000 Virginia Slims of Philadelphia. ESPN will broadcast from the Philadelphia Civic Center, on tape delay, on Sunday, Nov. 14 from 5:30 - 7:00 p.m. (Final takes place at 1 p.m.) Providing commentary will be popular CBS Sports Broadcaster Mary Carillo, a former tennis pro who has handled analysis for U.S. Open telecasts since 1986. (She teamed with John McEnroe to win French Open mixed doubles crown in '77.) Joining her will be tennis veteran Betsy Nagelsen, who won the 1990 Canadian Open doubles crown with Sabatini. The 32-player field will feature Steffi Graf, Arantxa Sanchez Vicario, Gabriela Sabatini, Mary Joe Fernandez, Wayne, PA's rising star Lisa Raymond and many other top-ranked women.

KRAFT TOUR TROPHY, 58.8 CARAT DIAMOND TENNIS BALL, ON DISPLAY:

Steffi may soon be the envy of Marla and Liz...The 1993 Kraft Tour trophy - a 58.8 carat life-size, diamond tennis ball that goes to this year's Kraft Tour champion - will be on display at Wayne Jewelers, Suburban Square, in Ardmore, PA from October 27 - November 11. Rendered in 2,300 fine quality, full brilliant-cut diamonds, the glittering prize is appearing in town in conjunction with the Virginia Slims of Philadelphia. Graf will be awarded the diamond tennis ball, valued at $250,000, in a presentation recognizing her as the Kraft Tour Champion - or the top player in the Kraft Point Standings - during the Virginia Slims Championships at New York's Madison Square Garden, the weekend of Nov. 20-21. Rock-lovers are invited to visit the shop to gaze, but sunglasses are recommended...

NATIONAL ANTHEM CONTEST FINDS PHILLY PATRIOTS TO SING FOR FINAL...

The 12-member Intermezzo Choir, of Philadelphia, won the opportunity to sing the National Anthem prior to the final of the Virginia Slims of Philadelphia on Sunday, Nov. 14 -- during last week's National Anthem Contest. A panel of judges, including rockers Robert Hazard and Andy King; KYW-TV's Trudy Haynes; KYW-Newsradio's Bob Nelson; B-101's Dan Blackman; and Kal Rudman, Friday Morning Quarterback publisher; selected the group over the 37 Philly-area patriots that auditioned. Judges also picked three runners-up to perform prior to tournament quarterfinal and semifinal sessions -- Joanna Gardner, of Bensalem, PA; The Delaine Brothers, of Philadelphia; and Raymond White, of Bala Cynwyd, PA.

# # #

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VIRGINIA SLIMS TENNIS VIRGINIA SLIMS TENNIS VIRGINIA SLIMS TENNIS VIRGINIA SLIMS TENNIS KRAFT GENERAL FOODS WORLD TOUR

HEWLETT PACKARD IS THE OFFICIAL COMPUTER OF THE WTA

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

ADVANTA

Presents

VIRGINIA SLIMS OF PHILADELPHIA

November 8-14, 1993

Contact: Rebecca Ayars/Carole Morganti
Ayars Public Relations
609/589-8153

Janine Goldberg
Virginia Slims
310/306-6722

FOR IMMEDIATE RELEASE:

GARRISON JACKSON ADDS MORE STATUS TO VIRGINIA SLIMS OF PHILADELPHIA; SCHULTZ, MAJOLI, WERDEL, OTHERS ADD INTERNATIONAL FLAVOR TO FIELD

Philadelphia, PA (October 27, 1993) -- Zina Garrison Jackson, whose distinguished career as a top-ranked player has spanned over a decade, will compete in the $750,000 Virginia Slims of Philadelphia, presented by ADVANTA.

The tournament, returning to the Philadelphia Civic Center November 8 - 14, will feature six of the world's Top 10 tennis stars, including Steffi Graf, Arantxa Sanchez Vicario, Gabriela Sabatini, Mary Joe Fernandez, Conchita Martinez and Anke Huber. The $750,000 Virginia Slims of Philadelphia has been elevated to one of the 13 "Blockbuster Events" on the 1993 Kraft Tour.

Currently No. 19 in the Virginia Slims Rankings, Houston native Garrison Jackson has earned four final appearances so far in 1993 --- at the Dow Classic, the Acura U.S. Hardcourts and championship wins at the Oklahoma Classic and Budapest Ladies Open. Three additional quarterfinal appearances this year have kept her ranking among the Top 20.

She reached her first Grand Slam final at Wimbledon in 1990, becoming the first black female to reach the final of a Grand Slam event since Althea Gibson won Wimbledon in 1957 and '58. Garrison Jackson made Grand Slam history again with last year's appearance at the Australian Open final. She also has two 1993 doubles titles tucked away, both with Mary Joe Fernandez.

-more-

2040231161

KRAFT TOUR

1993 Blockbuster Events: Australian Open, Pan Pacific Open, Lipton Championships, Family Circle Cup, Italian Open, German Open, French Open, Wimbledon, Canadian International Women's Championships, U.S. Open, European Indoors, Virginia Slims of Philadelphia, Virginia Slims Championships

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

Brenda Schultz, a 1991 quarterfinalist at Virginia Slims of Philadelphia, has one title to her credit at this year's Taranto. A resident of The Netherlands, the hard-serving player has clocked the fastest serve on the women's tour in both 1990 and 1992. She is No. 36 in the Virginia Slims Rankings.

Newcomer Iva Majoli, No. 38 in the Virginia Slims Rankings, caught the attention of the tennis world at the quarterfinals of this year's Virginia Slims of Chicago. Argentinian Ines Gorrochategui, ranked No. 55, has one quarterfinal and semifinal appearance each in 1993. Americans Marianne Werdel, Amy Frazier and Ginger Helgeson, No.'s 45, 57, and 48 respectively have combined for five quarterfinal berths in 1993. Werdel is a two-time finalist at the Hong Kong Digital Open and at Pattaya; Frazier notched a semifinal appearance at New South Wales Open; and Helgeson has thrice visited the quarterfinals.

The tournament is one of six Virginia Slims sponsored events in the U.S. and the 61st stop on the 1993 Kraft Tour, which culminates the following week with the season-ending $3.5 Million Virginia Slims Championships at Madison Square Garden.

Tickets are available by calling the tournament office, at 215/568-4444, and at Delaware Valley Ticketmaster locations.

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

Contact: Rebecca Ayars/Carole Morganti
Ayars Public Relations
609/589-8153

Janine Goldberg
Virginia Slims
310/306-6722

FOR IMMEDIATE RELEASE:

TRACY AUSTIN AWARDED WILD CARD AT VIRGINIA SLIMS OF PHILADELPHIA

Philadelphia, PA (Nov. 2, 1993) -- Waging a comeback this year after a four-year absence, tennis Hall-of-Famer Tracy Austin will compete in the $750,000 Virginia Slims of Philadelphia, presented by ADVANTA, as a wild card entry. Austin joins six of the World's Top 10 tennis stars including Steffi Graf, Arantxa Sanchez Vicario, Gabriela Sabatini, Mary Joe Fernandez, Conchita Martinez and Anke Huber.

The tournament, which has been elevated to one of the 13 "Blockbuster Events" on the 1993 Kraft Tour, returns to the Philadelphia Civic Center November 8 - 14.

After reaching the quarterfinals of the 1977 U.S. Open at age 15, Austin became the youngest player ever to win the tournament two years later at 17. She quickly rose to "wunderkind" status over the next five years, taking over the No. 1 spot in 1980. Austin became the youngest athlete at the time to reach the $1 million in career earnings that same year.

Austin's career reached a turning point in 1983 when neck and back injuries forced her off the tour until 1989, when another comeback attempt was thwarted by a car accident-related injury.

A resident of Redondo Beach, CA, Austin published a 1992 autobiography titled "Beyond Center Court." Currently she is serving as a television consultant on the production of the new ABC sitcom, "Phenom," a show focusing on a mother raising a young tennis star.

The tournament is one of six Virginia Slims sponsored events in the U.S. and the 61st stop on the 1993 Kraft Tour, which culminates the following week with the season-ending $3.5 Million Virginia Slims Championships at New York's Madison Square Garden.

Tickets are available by calling the tournament office, at 215/568-4444, and at Delaware Valley Ticketmaster locations.

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2040231163

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

Contact: Rebecca Ayars or Janine Goldberg
Ayars PR Virginia Slims
609/589-8153 310/306-6722

FOR IMMEDIATE RELEASE:

SANCHEZ VICARIO, MALEEVA WITHDRAW FROM UPCOMING $750,000 VIRGINIA SLIMS OF PHILADELPHIA

Philadelphia, PA (November 4, 1993) -- Arantxa Sanchez Vicario and Magdalena Maleeva have announced their withdrawals from next week's $750,000 Virginia Slims of Philadelphia, presented by ADVANTA, due to illnesses, according to Tournament Director Barbara Perry, of International Management Group.

According to a statement by her Spanish physician, Sanchez Vicario "will be unable to participate in competitive tennis for an eight-to-ten day period, due to the development of a pustular rash requiring antibiotic therapy and intensive local care." Her physician believes that the condition may be aggravated by stress and that it is in her best interests to avoid tournament play at this time.

"I'll miss playing the Virginia Slims of Philadelphia - it's always one of my favorite events, " said Sanchez Vicario, who was a finalist at last year's tournament.

A case of the flu has caused Maleeva to pull out of the event.

The tournament, returning to the Philadelphia Civic Center November 8 - 14, will feature many of the tennis world's top names including Steffi Graf, Gabriela Sabatini, Mary Joe Fernandez, Conchita Martinez, Anke Huber, Mary Pierce, Pam Shriver, Zina Garrison-Jackson, Tracy Austin and Wayne, PA rising star Lisa Raymond.

# # #

2040231164

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

MEMORANDUM

TO: PHILADELPHIA NEWS & SPORTS REPORTERS
FROM: Rebecca Ayars, AYARS PR
RE: Tennis Lexicon
DATE: November 5, 1993

The $750,000 Virginia Slims of Philadelphia returns to the Philadelphia Civic Center November 8 - 14 -- featuring Steffi Graf, Gabriela Sabatini, Mary Joe Fernandez, Conchita Martinez, Wayne, PA rising star Lisa Raymond and many of the world's top tennis players.

Thought you might want to share some "tennis buzzwords" with the many Delaware Valley sports fans planning to catch the action at the Civic Center.

A quick directory:

Dr. No: An agent who refuses all media opportunities.

Ginny: Virginia Slims, the original women's tour sponsor.

The Big Cheese: Kraft, sponsor of the women's pro tour.

Hit & Giggle: To volley with high-ranking corporate types.

Work the Room: To play to, or entertain the crowd.

U.F.O. or Airmail: A shot that takes off into space.

Handcuff: To immobilize an opponent with a serve directly into the body.

Zoning: To play in a "zone" where you can do no wrong.

Junk Artist: One who plays ugly or ungraceful tennis.

Routined: Ie. "I was routined," or easily beaten as expected.

Terminator: Steffi Graf, for her speedy & merciless wins.

T2: Monica Seles

Energizer Bunny: Quick-footed Arantxa Sanchez Vicario, famous for "running down" any and every shot

The Ledge: Martina Navratilova, ie. Legend; the nickname coined by Jennifer Capriati

The Queen: Chris Evert, the first lady of women's tennis.

Contact me at my office, 609/589-8153, or the Media Center, 215/823-8300 for more information.

2040231165

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

Contact: Rebecca Ayars/Carole Morganti
Ayars Public Relations
609/589-8153

NEWS, SPORTS & PHOTO ALERT:

EVENT: **MAYOR RENDELL WILL JOIN TOP PLAYERS TO KICK OFF VIRGINIA SLIMS OF PHILADELPHIA AT OFFICIAL DRAW PARTY**

DATE: Friday, Nov. 5 -- 12 noon luncheon
12:30 p.m. draw

PLACE: Rittenhouse Hotel
210 W. Rittenhouse Square. Cassat Lounge (Main Floor)

DETAILS: One of Philadelphia's biggest sports boosters and the honorary Social Chairman of Virginia Slims of Philadelphia, Mayor Edward G. Rendell, will team up with several of the world's top women tennis stars at the official player draw. A special proclamation presented by Mayor Rendell will declare the week of Nov. 8 - 14 "Virginia Slims of Philadelphia Tennis Week in our City. The Mayor will receive the honors of writing in the first player name selected on the official tournament draw board.

Tournament Director Barbara Perry will be on hand to welcome tournament sponsors and answer media questions about this year's $750,000 Virginia Slims of Philadelphia, which returns to the Phila. Civic Center Nov. 8 - 14. Presented by ADVANTA, the prestigious tournament has been elevated to one of 13 "Blockbuster Events" on the Kraft Tour, and will feature many of the top players in the world including Steffi Graf, Gabriela Sabatini, Mary Joe Fernandez and Anke Huber.

MEDIA NOTE: Tournament credentials are available at the draw or may be picked up at the media "will call" window during tournament week.

2040231166

11/1/93

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Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

Dear Members of the Media:

We're looking forward to seeing you as the $750,000 Virginia Slims of Philadelphia returns to the Civic Center, Nov 8-14. It will be an exciting week, with six of the world's Top 10 women competing in the 32-player field.

Below is some basic information to help prepare you for the tournament:

PLEASE USE THE PLAZA ENTRANCE TO THE CIVIC CENTER, ADJACENT TO CONVENTION HALL. TICKETING & WILL CALL WINDOWS WILL BE LOCATED IN THE PLAZA AREA, AS WELL.

Media Center:
The Media Center will once again be located in the Oak Room, Lower Level, Convention Hall and is readily accessed via the East or West stairs. A copier, fax machine, telephones, electrical power, closed circuit coverage of matches, and the Virginia Slims electronic message board will be provided to assist you with filing stories or reports from the site. Telephone lines will be restricted to local and credit card calls only. The Interview Room is adjacent to the Media Center.

Media Center Hours:
Matches begin Monday, Nov. 8 at 9 a.m. The Media Center will open one hour and a half prior to the first match of the day Monday and Tuesday, and one hour prior Wednesday -Sunday. We will remain open until all reporters have completed filing.

Important Phone Numbers:

Media Center:	215/823-8300
Media Center Fax:	215/823-8320
Tournament Office:	215/823-8710

Parking:
Parking is available in Convention Hall Auditorium lots. Limited space will be reserved for television vans in the taxi lane off 34th Street.

Meals:
Lunch and dinner will be served throughout tournament week in the Courtside Club, located in adjacent Exhibit Hall B next to the practice court. Beverages will be available in the Media Center throughout the day.

Press Credentials:
Must be worn and visible at all times; are not transferable.

- more -

2040231167

Source: https://www.industrydocuments.ucsf.edu/docs/ytdl0000

Schedule of Play:

Qualifying (Northeast Racquet Club, Grant & Krewstown Rds.)

Friday, Nov. 5	10 a.m.
Saturday, Nov. 6	10 a.m.
Sunday, Nov. 7	12 noon

Maindraw:

Monday, Nov. 8	9 a.m./7 p.m.
Tuesday, Nov. 9	9 a.m./7 p.m.
Wednesday, Nov. 10	10 a.m./7 p.m.
Thursday, Nov. 11	10 a.m./7 p.m.

Quarterfinals:

Friday, Nov. 12	12 noon/7 p.m.

Semifinals:

Saturday, Nov. 13	1 p.m./6 p.m.

Finals:

Sunday, Nov. 14	1 p.m.

Interview Requests:

Post-match interviews will be held following each match in the Media Center interview room. If you need a more in-depth interview than the standard post-match, please inform Rebecca, Carole or Janine Goldberg, Virginia Slims Public Relations Director. We will make every effort to accommodate your special requests.

Photographer Guidelines:

All photographers must check in with Rebecca or Carole prior to shooting from the court. The basic position is on the photographers' bench between service lines on the side of the court facing the umpire. Television cameras can position themselves at one of the four corners of the court or, without a tripod, kneeling at the net. The following rules will be strictly enforced:

* No movement at courtside during play. You may move from your position when players leave the court during a changeover.

* Motor driven cameras and flashes are not permitted.

* No repositioning on the court from the designated areas, unless you have prior clearance from a media staff member.

We look forward to seeing you November 8!

Rebecca R. Ayars & Carole J. Morganti
AYARS Public Relations
609/589-8153

*Please note: Autograph requests not permitted in press room.

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